



— THE —
**MEDIA
TOOLKIT**

Great Plains Tribal Chairmen's Health Board

**2611 Elderberry Boulevard
Rapid City, SD 57703**

Website: www.gptchb.org

This guide was created as a tool to help programs and organizations executing health communications through various forms of media.



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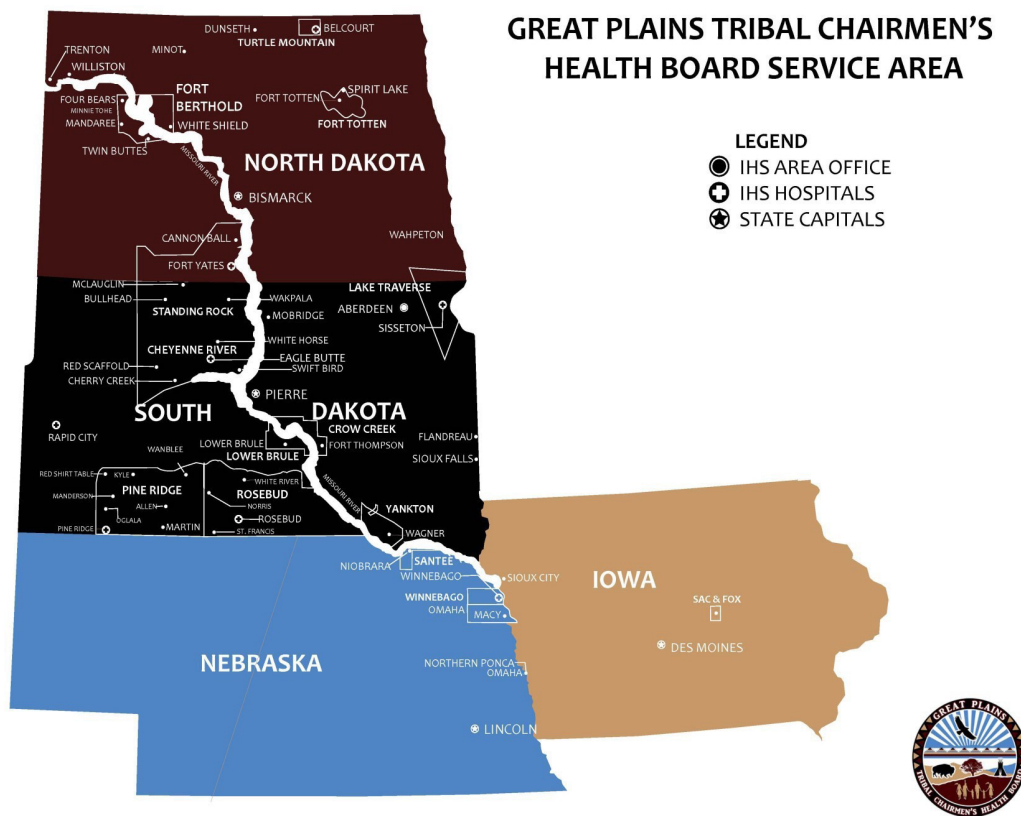
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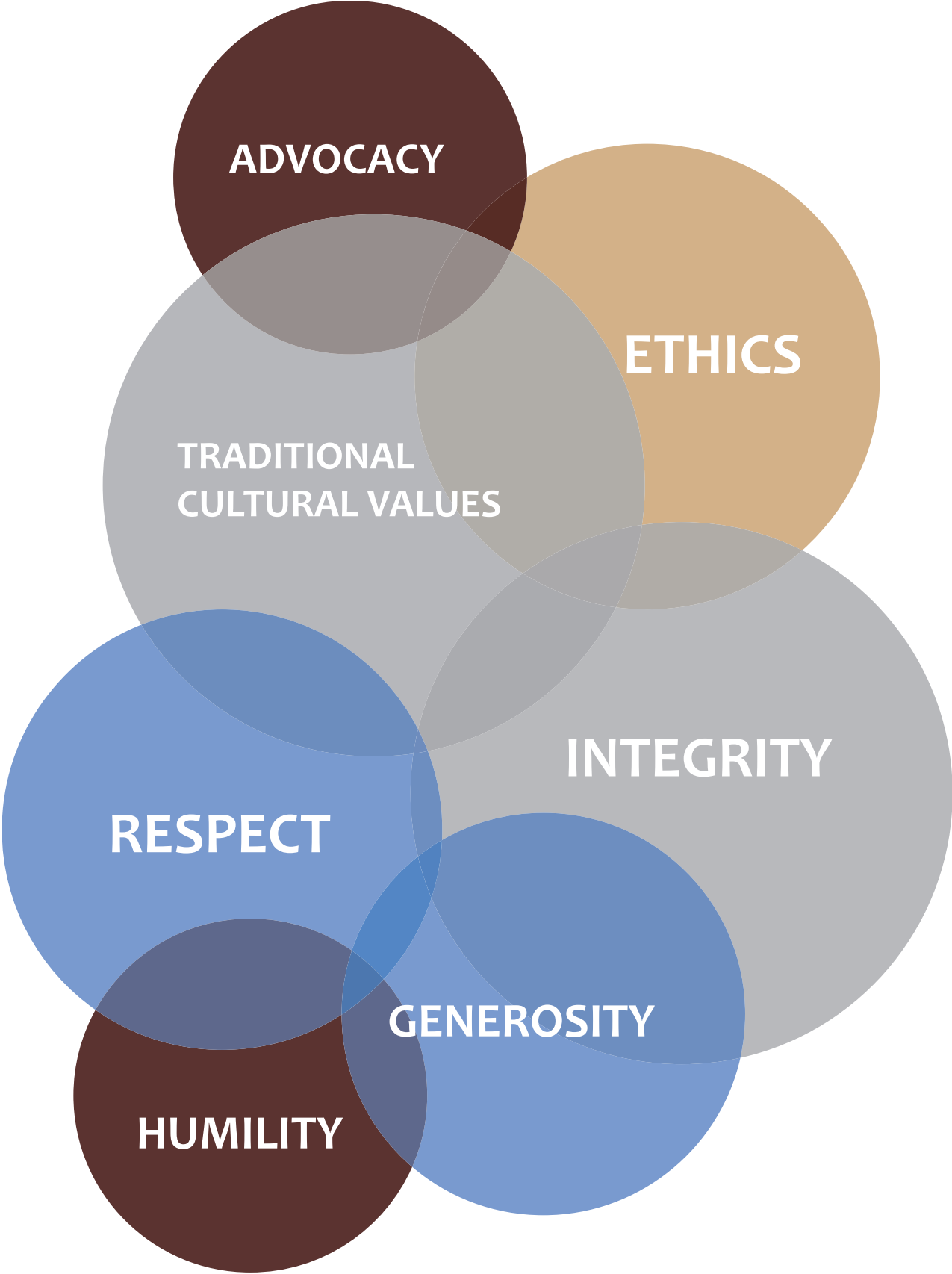


GREAT PLAINS TRIBAL CHAIRMEN'S HEALTH BOARD

Founded in 1986, Great Plains Tribal Chairmen's Health Board (GPTCHB) serves as an advocate and liaison to U.S. Department of Health and Human Services entities, including the Indian Health Service, and state and local partners on behalf of its 17 member tribes and one Indian Service Area in the Great Plains states of South Dakota, North Dakota, Nebraska, and Iowa. Also, the health board works with tribal communities through research, prevention, outreach, academic, recovery support, technical assistance, and epidemiology programs to improve health status and eradicate health disparities among the region's 170,000 tribal members.



GPTCHB VALUES



MISSION, VISION AND VALUES

Mission

Our mission is to improve the wellness of our people by providing quality healthcare, public health services, advocacy, and support in partnership with the tribal nations of the Great Plains area.

Vision

Our vision is that all tribal nations, communities, and citizens achieve optimal wellness through the embrace of traditional cultural values, innovative and holistic healing practices, strengthened by tribal sovereignty.

Values

We honor the relatives we serve, by upholding cultural values, through the practice of:

Prayer: We seek the guidance and wisdom of the Creator in our service to others.

Respect: We honor the people we serve by treating them with dignity.

Generosity: We seek to serve with selflessness and a giving heart.

Truth: We seek to act with honesty and integrity, earning the trust of those we work with and serve.

Fortitude: We build upon the strength and courage of our ancestors to improve health-care for future generations.

Compassion: We seek to bring kindness, understanding, and love to those we serve.

Humility: We humbly commit to a path of learning and growth.

Philosophy Statement and Brand Tagline

"Hecel Oyate Kin Nipi Kte- So That The People May Live."

ABOUT GREAT PLAINS GOOD HEALTH AND WELLNESS PROGRAM

The Good Health and Wellness Program is housed within the Community Health Department at Great Plains Tribal Chairmen's Health Board. The Good Health and Wellness Program focuses on building tribal capacity to implement policy, system, and environmental (PSE) changes and community-clinical linkage (CCL) strategies within their respective communities.

The Good Health and Wellness Program offers funding as well as technical assistance, training, and educational resources on topics such as increased purchasing of healthy foods, increased breastfeeding, reducing the prevalence of commercial tobacco use, reducing the incidence of type 2 diabetes, and supporting heart disease and stroke prevention.

The Good Health and Wellness Program goals include increased positive changes in attitudes, beliefs, knowledge, awareness, and behavioral intentions for relevant PSE strategies and increased use of community-based resources to better control or prevent chronic disease. Long-term outcomes of the Good Health and Wellness Program include reduced rates of death and disability due to diabetes, heart disease, and stroke.

Director



Nichole Cottier

Program Manager



Jennifer Williams

Health Educator




Shannon Udy

Health Educator



Madonna Dolphus



COMMUNICATION STRATEGY

WHY COMMUNICATION STRATEGY IS IMPORTANT

Tribal communities can educate their general population about the importance of public health issues they face. Media campaigns help promote health-related activities and outreach. These campaigns will provide information about engaging local media resources and collaboration with grassroots partners with similar program goals and objectives.

The purpose of this Media Toolkit is to recommend strategies, provide resources, and educate tribal partners about how to encourage media collaboration with planners, communicators, educators, and other health professionals in their communities. This guide creates support for various communication efforts to assist tribal communities in meeting their healthy intervention goals.

We utilize the Centers for Disease Control and Prevention (CDC) trainings, resources, and technical assistance to help guide our efforts in promoting useful public health messages. Recommendations in this guide are suggestions for plans implementing health communications strategies. Tribal communities have their network of organizations and programs that have information directly related to their community. We encourage programs to follow these recommendations according to their needs, goals, and capacity to fit their organization.

Whether your organization is a communications veteran or beginner, we hope that the tips and practices provided will be useful as refreshers or new ideas. It's essential to keep in mind that what works for one organization may not work for another. It takes time and risk-taking, especially if you're starting from scratch. The benefits may not come instantly, but progress will eventually show once you get the hang of it. We hope you find value in this guide.

KNOW YOUR ORGANIZATION

It's essential to know your organization from top to bottom, from its vision and mission statements to the specific work that different programs are doing. Take time to develop a basic understanding of the issue(s) that is your organization's focus. Understanding your organization will allow you to effectively communicate your vision and mission through the content and messages.

“ Our mission is to improve the wellness of our people by providing quality healthcare, public health services, advocacy, and support in partnership with the tribal nations of the Great Plains area. ”

- Jerilyn Church - CEO Great Plains Tribal Chairmen's Health Board

KNOW YOUR AUDIENCE

Who are you targeting? Here it's useful to think of both your primary target audiences (donors and beneficiaries) and the people who influence them, also known as your secondary or tertiary target audiences (parents or local businesses, for example). The more specific you are, the easier it is to research your audiences and understand what they're interested in and which platforms they're using.

Researching the Intended Audience

The process of gathering information about the audience's beliefs, motivations, and media use is often called audience research.

Audience research is most useful when the communications team gathers as much information as possible about the audience. For example, programs may want to know about:

- Demographic information, such as age, race, ethnicity, education, and income
- What matters to them? (values, issues, etc.)
- How do they regard your issue?
- Who do they listen to?
- Preferred media channels (e.g., TV, newspapers, radio, or internet)
- Media use patterns (e.g., frequency or time of day)
- What organizations do they belong to?



LOGO & BRANDING



INTRODUCTION OF LOGO AND BRANDING

Your organization or program's logo is the primary representation of your organization, reputation, and mission. Consistent use and proper implementation of your logo are crucial to maintaining practical brand standards. This section will detail how and when to use your logo and all other acceptable variations and proper usage.



▶ ROLE OF GPTCHB LOGO

The GPTCHB logo is the iconic representation of the organization and should appear on all master brand materials. It is our signature, treated with reverence and respect, but displayed widely and with pride.

Usage

Consistent use of your logo is critical to establishing a strong and familiar brand. Following these simple usage guidelines will ensure a clear and compelling visual brand across all levels of communications.

Preferred clear space



Clear Space

White space is the “breathing room” that must be around the logo. When using the logo in layout, placement, text, photos and other graphic elements, you must respect clear space standards, as shown in the example. White space also refers to the minimum distance from the edge of the page.

Minimum Size



1.5 inches

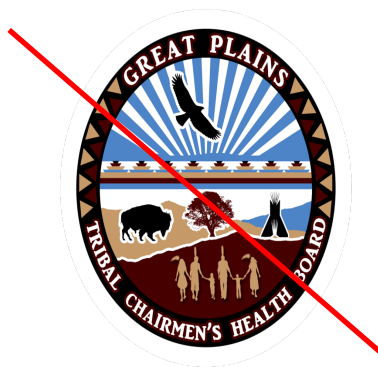
Minimum Size

Minimum size refers to the smallest dimensions allowed for logo reproduction. It is stated as a minimum width and ensures that we don't lose the legibility of the logo's name or clarity.

Things to Avoid

Use the illustrated examples below as a guide for what to avoid with your logo. Overall, do not alter your logo or compromise its legibility, or recreate the logo.

Do not distort logo



Do not recolor logo



Do not use low resolution versions



Do not overlay text or intersect the logo with another image



Color

The color combinations below represent the entire range of color flexibility for your logo. Here is an example of how GPTCHB uses color flexibility with their logo. Do not create other color combinations.

Full color



Black and white



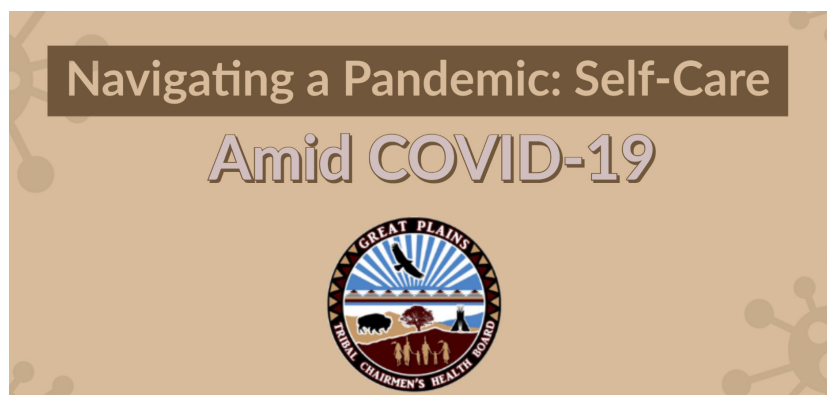
Color Variations

- ▶ These are examples of color variations and should cover all circumstances.



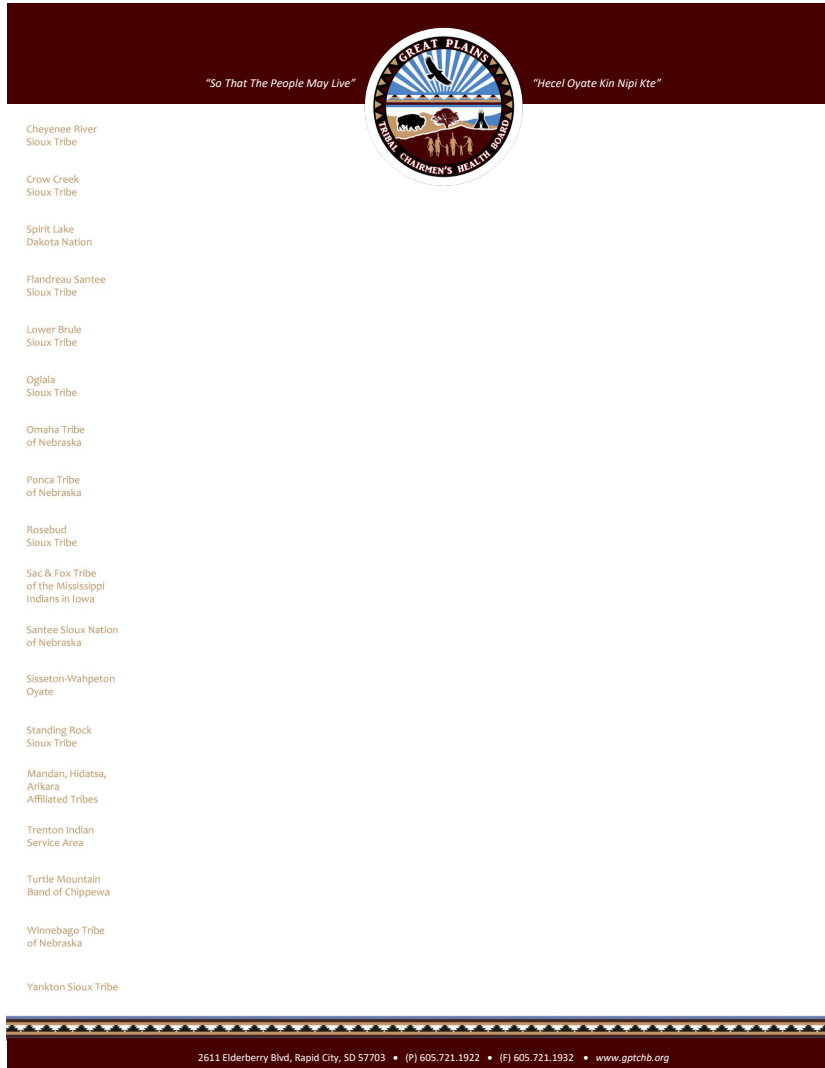
Over Photos

- ▶ When placing a logo over photography, be sure not to put it over a busy area. It's best practice to locate a part of a photo that has reasonably consistent value or tone.



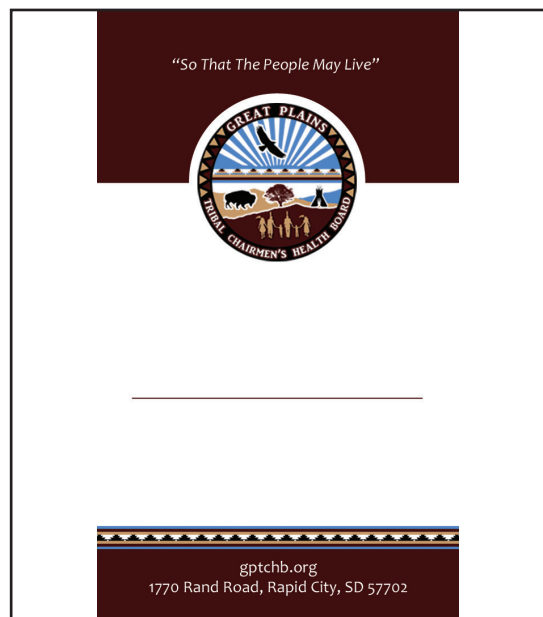
Examples

Here are examples of the appropriate usage of the GPTCHB logo.



LETTERHEAD

BUSINESS CARD





TYPOGRAPHY AND COLOR

THE TYPOGRAPHY FOR CORPORATE PRIMARY FONT

Consistency in font usage is one way to build visual familiarity. For example, The Great Plains Tribal Chairmen’s Health Board’s (GPTCHB) primary font is Candara. Secondary fonts are Calibri and Times New Roman.

The color of font for any material shall adhere to or complement your official color scheme.

PRIMARY FONT

CANDARA

LIGHT STYLE

A B C D E F G 80 Pts.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 18 Pts.

REGULAR STYLE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 16 Pts.
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 12 Pts.
a b c d e f g h i j k l m n o p q r s t u v w x y z

BOLD STYLE

NUMBERS & SPECIAL CHARACTERS

0 1 2 3 4 5 6 7 8 9

! ` ~ @ # \$ % ^ & * () _ + ; : ” ’
< , > . ? / œ Σ ´ ® † ¥ ¨ ^ ø π “ ‘
π “ ‘ \ | å ß ð f © ¸ Δ ° ¬ Ω ≈ ç
√ ∫ ~ μ ≤ ≥ ÷ * - + . / =

DOWNLOAD LINKS: <https://www.fonts.com/font/microsoft-corporation/candara>
(Candara typically comes preloaded on Windows PCs.)

THE TYPOGRAPHY FOR CORPORATE SECONDARY FONT

Fonts varying from these are for internal email and other informal means of communication; however, employees use fonts that are easy to read.

Not Recommended: Fonts that are hard to read and decorative such as Apple Chancery, Bradley Hand, Lucida Calligraphy.

SECONDARY FONT

BOLD STYLE

CALIBRI

A B C D E

80
Pts.

F G H I J K L M N O P Q R S T U V W X Y Z

18
Pts.

REGULAR STYLE

A B D C E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

14
Pts.

A B D C E F G H I J K L M N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz

12
Pts.

LIGHT STYLE

NUMBERS
& SPECIAL
CHARACTERS

0 1 2 3 4 5 6 7 8 9
! ` ~ @ # \$ % ^ & * () _ + ; : " ' < , > . ? / œ Σ ´ ® † ¥ ¨ ^ ø π “ ‘ π “ ‘ \ | å ß ð f © ´ Δ ° ¬ Ω ≈ ç √ j ~ μ ≤ ≥ ÷ * - + . / =

DOWNLOAD
LINKS:

Downloadable at <https://www.fonts.com/font/microsoft-corporation/calibri>

(Calibri typically comes preloaded on Windows PCs.)

THE PRIMARY BRAND COLORS & CODES

Proper use of color helps create a visual consistency throughout your organization's communications, both internally and externally. Color is a dominant driver of emotion, and it is essential to apply your brand color palette accurately.

Here are GPTCHB Brand Colors, for example:

Primary

GPTCHB red, tan, and blue, black, and white are our primary colors. They should be the predominant colors used in health communications.

Accent

Your secondary color palette adds brightness and vitality to your brand identity and represents your organization or program's energy.

White

It's important to remember that white, or paper color, is an essential part of your color palette. White space is a crucial component of a kind design, and should be considered a brand color in conjunction with your palette and used liberally.

GPTCHB RED

C=46 M=86 Y=77 K=70
R=70 G=0 B=0

HEX=401211

GPTCHB TAN

C=22 M=40 Y=66 K=1
R=198 G=153 B=105

HEX=c69969

GPTCHB BLUE

C=71 M=42 Y=0 K=0
R=77 G=132 B=199

HEX=4d84c7

GPTCHB BLACK

C=30 M=30 Y=30 K=100
R=10 G=2 B=3

HEX=0A0203

GPTCHB WHITE

C=0 M=0 Y=0 K=0
R=255 G=255 B=255

HEX= ffffff



Photography & Video

USING IMAGES

Photography is a primary element in telling your story. High-quality photos and consistency in style are critical to all communications. Pictures should reflect the same messaging as written text and focus on your brand.

Stock Photography

Whenever possible, try using your photos in marketing materials. Still, occasionally, a need arises when an appropriate picture isn't available, or the photo needed is symbolic or metaphoric, where stock photography is suitable. In these cases, download photos from stock photography sites such as Shutterstock or Adobe Stock. There is a fee for images from these sites.

To avoid copyright infringement NEVER download and use images from Google images or copy images from any other website that are not designated for public use.



Capturing Your Own Images

With the convenience of taking pictures with your cell phone, it's effortless to capture your photos or collect photos shared by others. However, be aware of whether planning to use the images in social media, on the website or in a printed publication, of these guidelines for usage:

- If a photo is to be used for communication purposes, consent is required by individuals in the picture. Publishing the photo in any organization publication (newsletters, brochures, etc.) on your website or any social media sites would qualify as commercial purposes. (see pg.33 for media release consent form).
- When photographing people outside of your organization community (staff), consent to publish an individual's photography or video cannot be assumed. Consent is especially essential regarding minors. Permission can only be official by signing a media release form. For minors, the adult responsible must sign on behalf of the minor. Never publish a photo in print or electronically that features an individual who has not signed a consent form.



Certain exceptions apply, including photos where individuals are not easily recognizable and the blurring of identities post-capture. If considering whether an exemption applies to your photo, please consult your marketing or communications department.

SOCIAL MEDIA

SOCIAL MEDIA GUIDELINES

Social media tools are a powerful channel to reach target audiences with strategic, effective, and user-centric health interventions. Social media such as Facebook, Twitter, and Instagram allow us to expand our reach, foster engagement, and increase access to credible, science-based health messages for those in health communications. Social media can help organizations achieve goals such as:

- Disseminate health and safety information in a timelier manner.
- Increase the potential impact of important messages.
- Leverage networks of people to make information sharing easier.
- Create different messages to reach diverse audiences.
- Personalize health messages and target them to a particular audience.
- Engage with the public.
- Empower people to make safer and healthier decisions.

<https://www.cdc.gov/socialmedia/tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>



Facebook

Facebook is the largest social networking site and of the most widely used. Brands, organizations, and companies create pages for Facebook users to like/follow their page.



Instagram

Instagram is a mobile photo and video sharing service where users take images or videos, apply digital filters, and have the ability to share them with the app itself and a wide variety of social networking services.



LinkedIn

LinkedIn focuses on professional contacts and allows users to collaborate and share articles and ideas through its group message boards. Local health departments can use this platform for human resources functions, such as recruiting employees. LinkedIn Groups is a place where groups of professionals with similar areas of interest can share information and participate in conversations.



Twitter

A social networking/micro-blogging platform allows groups and individuals to stay connected through the exchange of short status messages. Twitter has expanded from a 140 to a 280-character limit, but the most common length of a tweet is 33 characters.



Snapchat

A mobile app that lets users send photos and videos to friends or their "story." Snaps disappear after viewing or after 24 hours.



Youtube

Video hosting and viewing websites.

Here is a chart to differentiate the various social media platforms-explained with smoothies!

PLATFORM	WHAT TO SAY
FACEBOOK	I like smoothies
INSTAGRAM	Here is a photo of my smoothie
LINKEDIN	My skills include smoothie-making
TWITTER	I'm drinking a smoothie
SNAPCHAT	I can add filters to my short video about smoothies
YOUTUBE	Here is a video of the health benefits of a smoothie

<https://www.naccho.org/uploads/downloadable-resources/Social-Media-Toolkit-for-LHDs-2019.pdf>

COMMUNICATION PLAN TEMPLATE

A communication plan guides how campaigns will achieve short and long term goals. It describes audiences, messages, strategies, and the infrastructure needed to support the campaign. Social media communication strategy is only one part of a more significant communication effort. Having clear communication objectives will help build your strategy. Taking the time to plan ensures that messages are coordinated and strategic to achieve the most significant impact. Completing each of the following steps and developing a written plan builds a solid foundation for

Communications efforts:

- Identify intended audiences.
- Describe health communication strategies and channels.
- Create a timeline.
- Develop a strategy to engage partners.
- Develop a plan to evaluate health communications.
- Develop a budget.

Here is an example of GPGHW Communication Plan:

“Department Name” Communication Template

Product/Deliverable	Health Tips/TBD	Community Health Webinars	Newsletter	Social Media Posts	Training & Resource Guide	Media Toolkit
To Whom						
Why						
Delivery/Method						
Frequency						
Reach Goal						
Analytics (updated monthly)						
Budget						
By Whom (Staff):						
Notes/Considerations:						



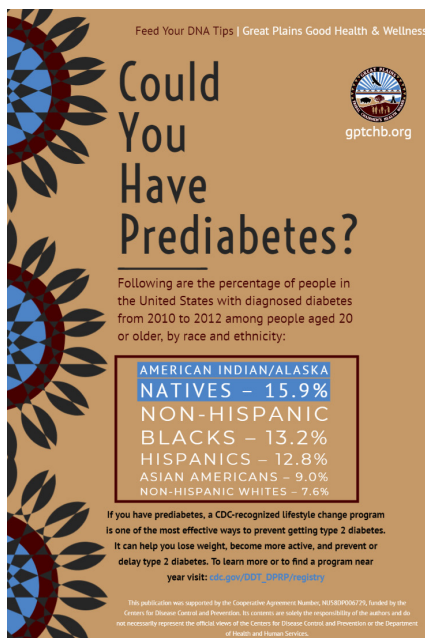
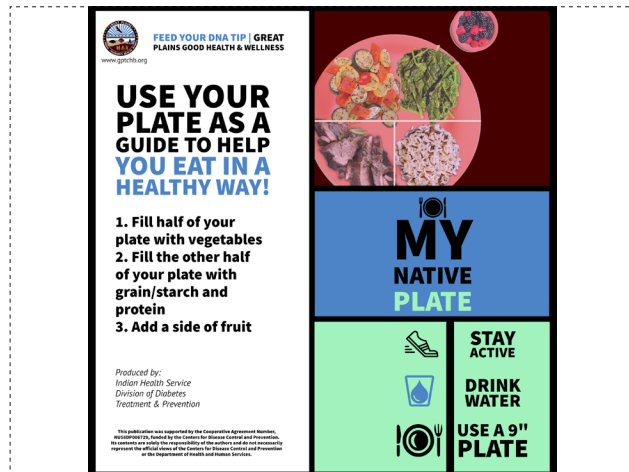
GREAT PLAINS GOOD HEALTH & WELLNESS COMMUNICATION PLAN

Product/Deliverable	Health Tips	Community Health Webinars	Newsletter	Social Media Posts	Training & Resource Guide	Media Toolkit
To Whom	Whom: Tribal Partners, Stakeholders, Community Members, Local/Regional News	Whom: Tribal Partners, Stakeholders, Community Members, Local/Regional News	Whom: Tribal Partners, Stakeholders, Community Members, Local/Regional News	Whom: Tribal Partners, Stakeholders, Community Members, Local/Regional News	Whom: Tribal Partners, Stakeholders, Community Members, Local/Regional News	Whom: Tribal Partners, Stakeholders, Community Members, Local/Regional News
Why	Why: Education & Advocacy	Why: Education & Advocacy	Why: Communication & Accountability	Why: Education & Advocacy	Why: Technical Assistance	Why: Technical Assistance
Delivery/Method	Print & Digital Versions, radio, website	Print & Digital Versions, radio, website	Print & Digital Versions, radio, website	Print & Digital Versions, radio, website	Print & Digital Versions, radio, website	Print & Digital Versions, radio, website
Frequency	4X per month (Wednesdays)	Monthly	Quarterly	Weekly/As Necessary	Updated Annually	Updated Annually
Reach Goal	18 tribal partners & subawardees	20-25 webinar participants	1500?	TBD	TBD	TBD
Analytics (Updated Monthly) tracked on Media Impressions Worksheet						
Budget	TBD	NA	Printing Costs	NA	Printing Costs	Printing Costs
By Whom (Staff):	Research/ Content: Julie & Shannon Design: Donna Review: Jennifer, Eltina & Brandon Final Approval: Nichole	Research/ Content: Julie & Shannon Design: Donna Review: Jennifer, Eltina & Brandon Final Approval: Nichole	Research/ Content: Julie & Shannon Design: Donna Review: Jennifer, Eltina & Brandon Final Approval: Nichole	Research/ Content: Julie & Shannon Design: Donna Review: Jennifer, Eltina & Brandon Final Approval: Nichole	Research/ Content: Julie & Shannon Design: Donna Review: Jennifer, Eltina & Brandon Final Approval: Nichole	Research/ Content: Julie & Shannon Design: Donna Review: Jennifer, Eltina & Brandon Final Approval: Nichole
Notes/ Considerations:	Health Awareness Dates Calendar, CHW Topics, GHWIC Focus, "Feed Your DNA"	Culturally relevant topics & flyer, GHWIC focus, watch party & incentives/swag offered	Health Awareness Dates Calendar, Subawardee Focus, Upcoming Funding & Events	Utilize hash tags & CDC resource Ex. #feedyourdna	Community Engagement Resource	Could be helpful for new employee orientation

Infographics

Infographics are graphic visual representations of information, data, or knowledge intended to present reports quickly and clearly. Infographics are images or a set of images that tell a story using information or data with visualizations.

<https://en.wikipedia.org/wiki/Infographic>



Here are some user-friendly websites that can help you create appealing infographics:

- Adobe Sparks
- Piktochart



CREATING KEY MESSAGES

CREATING KEY MESSAGES

Creating key messages at the beginning of your project helps everyone in your program speak with a consistent voice. The messages you create should be brief and clear to your target audience. These key messages should be assimilated throughout your materials, such as fact sheets, brochures, infographics, articles, and speeches.

Message Framework - In your key messages, specify the problem or project objective that includes the following message framework:

- Grab attention with a fact or real-life example.
- Link to audience knowledge, attitudes, values.
- Illustrate the current landscape (why it matters).
- Personalize the story (children, families, location).
- Describe the solution: provide a sense of hope, make it achievable, demonstrate your benefits, and overcomes the “costs” of action.
- Define what individuals or groups can do.
- Motivates audiences to think, feel, and act.

In most media campaigns, key messages are prepared during the initial stages of a project, which help deliver and maintain consistent information. Create key messages that can be used by all your communities to share and educate people all from one voice.

Writing your key messages: Write catchy copy text, be simple and direct, be action-oriented.

Concise: At most you should have three key messages on one page; each statement should be one to three sentences in length or under 30 seconds when spoken or read.

Strategic: Messages should define and differentiate the values of your program.

Relevant: Balance your messages by what you need to say with what your audience needs to know.

Compelling: Stimulate a call to action.

Simple: Messages are easy-to-understand; avoid jargon and acronyms.

Memorable: Messages are easy to recall and repeat

Real: Messages use active voice rather than passive voice; no advertising slogans.

Tailored: Messages effectively reach your target audiences.

NAMING

All titles must be displayed in the same manner when presented on marketing materials, official documents, and other health communications.

GPTCHB NAMING

When referring to the organization or its programs, the full title must spell out on the first reference with the acronym in parentheses following.

Example: Great Plains Good Health and Wellness (GPGHW)

After the first reference, the acronym is used. This practice should also be utilized when referring to any outside organization or entity.

EXAMPLES

- Indian Health Service (IHS)
- Health Resources and Services Administration (HRSA)
- Administration for Children and Families (ACF)
- Centers for Medicare & Medicaid Services (CMS)
- Centers for Disease Control and Prevention (CDC)
- National Institutes of Health (NIH)
- Substance Abuse and Mental Health Services Administration (SAMHSA)
- Agency for Healthcare Research and Quality (AHRQ)



Press Materials

PRESS MATERIALS

Designing and providing press materials throughout your media efforts is essential to the success of your project. These materials will assist reporters and communication specialists in writing or publishing articles. In this section of the Media Toolkit, there are examples and guidance on various press materials to prepare for your campaign.

Media Release and Consent Form - Media or photo release forms are used to secure permission to publish images of people, including children, as well as certain property. Keep a supply of these printed forms on hand so you'll be prepared whenever you might need one. When you want permission from an adult to publish his or her own image on a website or in some other publication, you'll need to have the person sign a general photography release form.

Here is an example of a media release and consent form at GPTCHB:

Great Plains Tribal Chairmen's Health Board



General Media Release & Consent Form

VOLUNTARY AGREEMENT: I hereby allow my photographic/video image to be used – with or without my name, both singly and in conjunction with other photographic/video and/or graphically designed or illustrated persons or objects – by Great Plains Tribal Chairmen's Health Board, also known as GPTCHB, or any of its departments/programs.

GPTCHB may use my photograph/video image, at its discretion and consistent with its tribal public health mission, in any publication and/or on an Internet website or in any other format. I understand that other persons will be free to copy and/or print and/or distribute my photographic/video image.

I further understand that publications containing my photographic image may be printed by GPTCHB and/or posted on the Internet or in any other format without copyright protection and may be distributed to the general public at no cost, or with no monetary gain on the part of GPTCHB. I also understand that additional printings or Internet postings may be conducted by GPTCHB in the future.

Additionally, I understand that for the use of my photographic/video image in any GPTCHB publications or Internet postings or in any other format, I will receive no financial payment or compensation of any kind from GPTCHB.

CONSENT FOR MINOR CHILDREN: I understand that my minor (under the age of 18) child's or children's involvement as a photographic/video subject or subjects is also completely voluntary.

I understand that my child or children, _____, will serve as a model or models for GPTCHB's tribal public health media campaigns and that there will be no financial payment or compensation of any kind for the use of my child's or children's time and/or image(s).

My right to decline having my and/or my child's or children's photograph(s)/video image(s) taken/recorded has been clearly explained to me.

Signing below indicates that I have read and am in agreement with the previous statements and give GPTCHB permission to use my and/or my child's or children's image(s) in the reproduction of GPTCHB resources.

Print Name _____
 Address _____
 City, State, Zip Code _____
 Phone Number _____
 Signature and Date _____

INDIVIDUAL/PARENTAL CONSENT:

Printed Name of Individual/Parent or Legal Guardian _____
 Signature of Individual/Parent or Legal Guardian and Date _____

THE CORPORATE STATIONERY GUIDELINE

Press Release – A press release is a brief narrative of your news or events to inform the media of high-level information. Here are some of the elements to include in a press release:

- Contact information
- A headline or title
- A statement or quote from leaders or spokesperson
- Information about your issue or event

Here is an example of a press release:

Help Bring Public Health Training To Your Community

June 19, 2020



The Native American community in Rapid City accounts for more than fifty percent of COVID-19 cases in Pennington County.

RAPID CITY — The Great Plains Tribal Chairmen's Health Board is requesting your assistance in completing a Training Needs Assessment.

This assessment will help the GPTCHB identify current and emerging training needs that will improve the public health capacity of our tribal partners. The survey includes appraisal in the following areas: Public Health, Grants Management, Patient Navigation, Behavioral Health, Mental Health, Substance Abuse, Health and Wellness, Community Health Program Management, Relationship Building Skills, and Emergency Management Training.

Each assessment category includes an open ended question to list training needs not included in the survey. Please reply to these questions with your emerging training needs.

This survey should take 5-8 minutes to complete.

Survey will close June 26.

PUBLIC SERVICE ANNOUNCEMENTS (PSA'S)

Public Service Announcements (PSA's) – PSA's are non-commercial, unpaid radio and television messages used to promote information intended for the public good. Before requesting a PSA to local media, ask the following items:

How long can your PSA be?

Media outlets have different preferences in lengths, depending on their advertising constraints. Usually, the various measures that are available for a PSA include 15 seconds (40 words), 20 seconds (50 words), 30 seconds (75 words), and 60 seconds (150 words). Creating a list of active partners that will allow PSAs to advertise on their websites, radio stations, and social media pages are helpful.

Here is an example of a 30 second PSA script:

Fighting Flu PSA (:30)

[Wes Studi speaking in Cherokee language] Hello. I'm of the Cherokee.

[Wes Studi] Each year, more than 200,000 people are hospitalized with flu. Like all Americans, native peoples and tribal communities need to protect themselves. Get vaccinated every year. Cover your coughs and sneezes, wash your hands often, and if you're sick, stay home. Protect the circle of life. Know the facts about the flu.

[Wes Studi speaking in Cherokee language] Take good care of yourselves.

LETTER TO EDITOR

Any reader can write a letter to the editors of a publication in response to an issue or topic covered in the release. Newspapers are more likely to publish a letter if it addresses a problem that was recently released. Be sure to note the article you are referencing to in the message you write.

Letter to the editor template

<Date>

<Name of media outlet or publication>

Attention: <Dr./Mrs./Mr. editor's first and last name* Editor>

<Address>

<City, State/Province, Zip Code>

Dear <Dr./Mrs./Mr. last name of editor or Editor>:

Introduction

<State your reason for writing here. If you are responding to articles or editorials by the media outlet, use the first sentence to reference the name of the publication (in italics), the title of the article, author's name and date when it appeared.>

Case

<State your case here. Include facts, references or research here to establish credibility. Mention your expertise on the issue. Keep length in mind. Acceptable letter length will vary. Look at the newspaper's or preidical's letters section to get a feel for an appropriate length.

Include a call to action, asking readers to follow up with some activity, such as calling on policymakers to address the issue.>

Conclusion

<End with a strong, positive statement in support of your case.>

Sincerely,

<Writers signature>

<Name of writer>

<Writer's organization's name and address>

<Daytime contact information>

REACHING THE PRESS

Reaching Out and Sustaining Communication

Step 1: Compile Media Lists

Media lists help you organize names of editors, reporters, and outlets. You should include the types of stories they cover and when their deadlines are. Try to contact reporters, editors or outlets in various categories such as:

- Tribal or Public Health Entities
- Medical Centers or Clinics
- Public Affairs
- Tribal Governments
- Community Centers

Step 2: Establishing Relationships

Once you have created your media list, take some time to call these representatives to introduce yourself, and allow them to get to know you. This initial meeting presents you and the program or organization you are working with to create media relationships.

Step 3: Maintaining Relationships

Here are some tips on sustaining a relationship with media outlets:

- Follow up with the reporter when your story is covered
- Offer information on related news stories
- Know your reporter's area of coverage and send them relevant news
- Be mindful of their deadlines and know when to call or email them
- Be responsive and provide follow up as soon as possible

TIPS FOR EFFECTIVE PUBLIC COMMUNICATION

Interview Techniques: Bridging, Pivoting, Flagging, and Lifeline

Bridging: Briefly address the question, then bridge back to your prepared message.

- Q: "Don't you care about our High School Seniors' graduation celebrations? Why won't you let them celebrate together???"
- A: "We are so proud of our graduating High School Seniors. We celebrate you all and

acknowledge your hard work. We know that it is a disappointment not to celebrate this achievement together, but what is important right now is protecting our youth and their families from COVID-19 by staying safe and celebrating at home.”

Pivot: When the question is off-topic or off-message, pivot to refocus the interview.

- Q: “People can decide to smoke or not to smoke. Why are we so focused on tobacco and not on other health issues?”
- A: “Quitting tobacco is the best thing anyone can do for their health—and it can be tough. Free help is always available at 1-800-QUIT-NOW. And one of the best ways to help people quit is to create smoke-free spaces that reduce the temptation in the first place.”

Flagging: Signal to your audience that you are about to make a critical point.

- “The most important thing to remember is that...”

Lifeline: Prepare one key phrase you can keep going back to.

- “If we can continue to stay home, we can save lives.”

Qualities of an active spokesperson (7 C's)

- Complete
- Clear
- Concise
- Considerate
- Concrete
- Courteous
- Correct

How to handle challenging conversations

- Listen carefully to the argument. Show that you hear and respect the speaker's point of view.
- Don't engage in discussions. Instead, engage in cool-headed, curious, respectful conversation.
- Encourage exploration of alternate viewpoints. Which can be hard when the “alternative” may reject science or facts, but try asking questions like, “why do you believe that to be true?” and see if you can better understand the root of their alternative

viewpoint.

- Do not repeat negative questions or false information. Say: "I am not sure if that is the case..." and then provide correct information if you know it. (If you cannot answer a question, say so, check the facts and get back to the person as soon as possible.)

Media interview DO's and DON'Ts

DO:

- Be confident.
- Stay cool; speak slowly and clearly.
- Use simple words – no jargon!
- Listen to the question, consider your answer and reply.
- Answer first with the main thing you want the audience to remember. Repeat it at the end to clarify.
- Give more than a "yes" or "no" response, then stop.

DON'T:

- Give negative responses or speak negatively of others.
- Give false information. If you don't know, say that and offer to follow-up.
- Lose your cool.
- Use slang, jargon, or acronyms.
- Be silly or flippant.
- Go "off the record."
- Say "no comment" – there's always a way to answer without saying too much.

COPYRIGHTS AND TRADEMARKS

Copyrights

A copyright is an exclusive legal right protecting intellectual creations from unauthorized use. Visit the U.S. Patent and Trademark Office (USPTO) and U.S. Copyright Office websites for more in-depth information and resources. You can obtain forms, instructions, and other information at the Copyright Office's site (www.copyright.gov).

Copyright Protection

The law specifies six exclusive rights copyright holder have in their works:

1. The right to reproduce the work.
2. The right to do derivative works.
3. The right to distribute the work publicly.
4. The right to publicly perform a work.
5. The right to publicly display a work.
6. The right to transmit a sound recording, such as a CD, through digital audio means.

Trademarks

A trademark is a word, name, symbol, or design used to identify a company's goods and distinguish them from similar products other companies make.

Steps for trademarking

Step 1: Search for any existing registered trademarks at the national and state level.

- National: U.S. Patent and Trademark Office's Trademark Electronic Search System.
- State: U.S. Patent and Trademark Office's State Trademark Information Links.

Step 2: If there's no trademark, do the following.

- Add "TM" or "SM" to the logo and where the word is in text documents, websites, etc. This identifies the trademark or service mark.
- Create social media accounts (e.g., Facebook, Twitter, Instagram, Pinterest, etc.) if none exists. This will ensure future access and avoid paying someone to release the account for your use.

Step 3: File trademark registration application.

- Trademark process: <https://www.uspto.gov/trademarks-application-process/filing-online>
- Finding a trademark attorney: <https://www.uspto.gov/trademarks-getting-started/using-private-legal-services/>

- List of Law School Certification Clinic Program participants who may help with trademark applications and filing: <https://www.uspto.gov/learning-and-resources/ip-policy/public-information-about-practitioners/law-school-clinic-1>

GLOSSARY OF TERMS

Analytics | Quantitative and qualitative measures of social media activity used to evaluate impact and effectiveness.

Brand | A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.

Copyright | the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.

Demographic | the statistical characteristics of human populations (such as age or income) used especially to identify markets.

Event Hashtag | (see Hashtag) A hashtag used to brand a sponsored or hosted event to make it easy for social media users to engage with updates from the event and contribute to conversations.

Facebook | Facebook is a social network that connects individuals and organizations globally and allows people to easily share information and interact with one another. Facebook is the largest social network in the world with more than 1.1 billion users

Facebook Page | Pages allows organizations to publicly connect with people on Facebook through the sharing of content. Admins can post information and newsfeed updates to people who Like their pages.

Facebook Timeline | The Facebook profile page for an individual or organization that shows the collection of photos, stories, and updates that a user shares.

Follow | On a social network, when you follow a user, you subscribe to the content that they share with others, which will be displayed through your newsfeed.

Followers | People who have signed up on social networks to receive your shared content.

Hashtag | A tag used on social networks indicated by the “#” symbol used to aggregate and organize messages for the purpose of centralizing and marking topics in conversations. Hashtags are searchable and allow social media users to zone in and listen to conversations regarding specific topics.
(Ex: #healthcare, #feedyourdna, #gpghw)

Infographics | Graphics that are used to visually display information and data in a simple, engaging way.

Instagram | Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook and Twitter.

Key performance indicators (KPIs) | (see Metrics) Metrics that help you understand how well you are achieving your objectives and goals

Logo | A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition.

Like | A feature in social networks that allows users to recommend content or demonstrate agreement with commentary, and also serves to move popular content up in the news feed or search rankings. In Facebook, when users Like a page, they subscribe to the respective page's updates.

Markers | Benchmarks that help define your progress towards reaching goals and objectives.

Metrics | Numbers and quantities collected based on different measures to evaluate goals and strategies.

Resolution | Refers to the sharpness and clarity of an image. The resolution indicates the number of dots per inch.

SMART objectives | A statement that is specific, measurable, attainable, result-oriented, and timely outlining the goals and purpose of engaging in an activity.

Social Media | Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment such as a social network. Social media refers to any online technology that lets people publish, converse and share content online.

Social media monitoring | The process of sifting through social media feeds to listen and zone in on the issues and topics that online audiences are engaged with and talking about.

Trademark | a symbol, word, or words legally registered or established by use as representing a company or product.

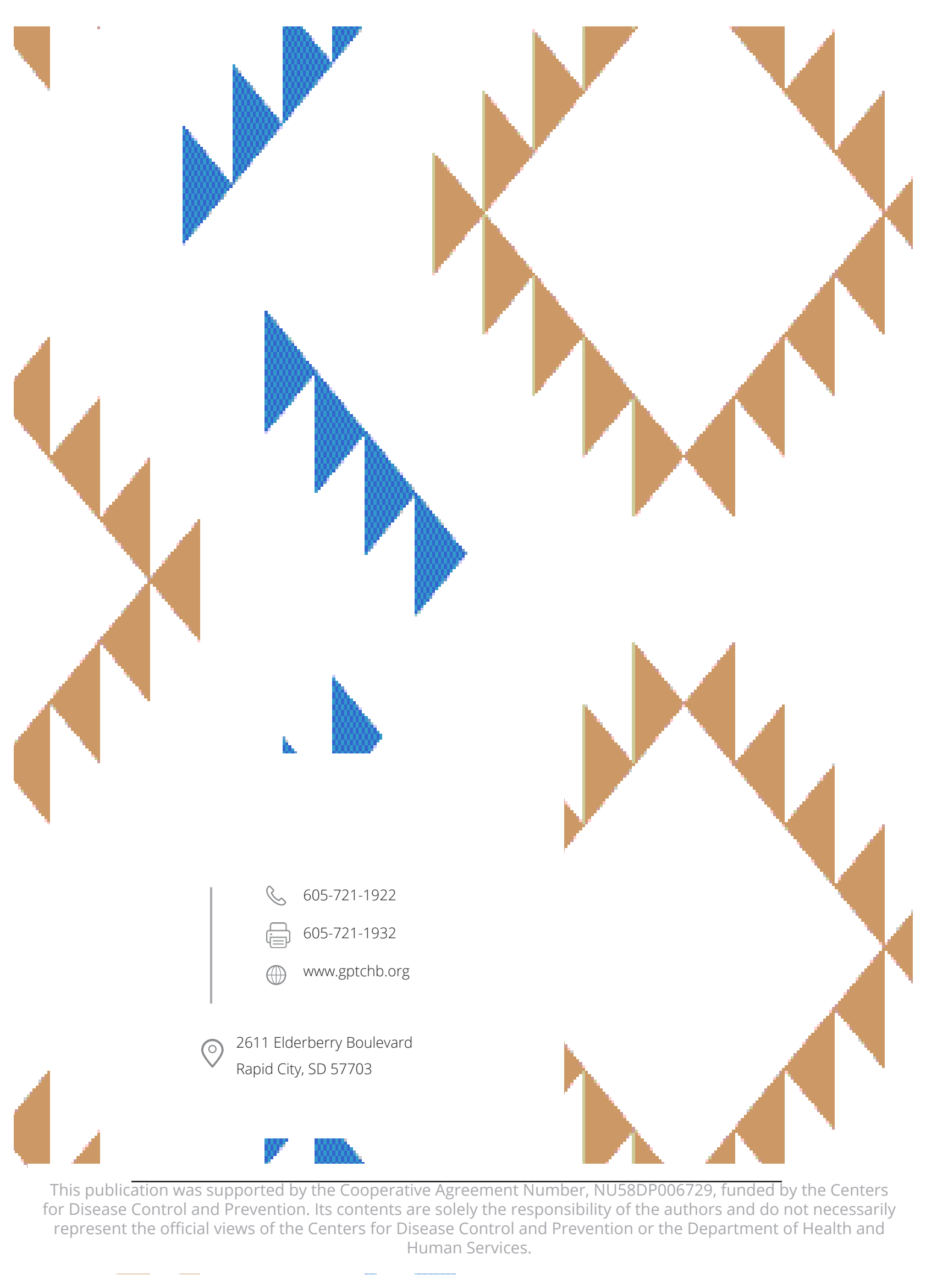
Twitter | Twitter is a real-time information social network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Tweets (or updates) are 140 characters long.


Typography | is the art or process of setting, arranging, or designing type. Typography is by far one of the most important aspects of good design. It provides context to visuals and eliminates misconceptions or miscommunications


YouTube | YouTube allows billions of people to discover, watch, and share originally created videos. YouTube is a video-sharing network that provides a forum for people to connect, inform, and inspire others across the globe through the use of video.

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 605-721-1922

 605-721-1932

 www.gptchb.org

 2611 Elderberry Boulevard
Rapid City, SD 57703

This publication was supported by the Cooperative Agreement Number, NU58DP006729, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.